

ORDER



Orders
Order / Rev: 497866
Alt Order #:
Product Desc: 10/9-10/15 2012
Estimate: 12317
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: GENERAL

CBS5

Primary AE: House KPHO Local House KPHO Local
Sales Office: KPHO
Sales Region: Local

Agency Name: Media Strategies and Research
Buying Contact: Suzanne Collins
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Sinema DCCC
Demographic: A35+
Product Codes: Political-Candidates
Priority: PMT
Revenue Codes: POL, PLC, CPL

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	16	\$10,625.00	\$9,031.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$10,625.00	\$9,031.25	0.00
Totals	16	\$10,625.00	\$9,031.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House Kf			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPHO	10/11/12	10/15/12	M-F 7a-9a CBS EARLY SHOW	CM	M-F 7a-9a	M--T---	:30	2	\$200.00	PMT	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M--T---		2				\$200.00		0.00			
N 2	KPHO	10/10/12	10/15/12	M-F Midday News CBS 5 NEWS @ NOON	CM	M-F 12p-1230p	M-W----	:30	2	\$450.00	PMT	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M-W----		2				\$450.00		0.00			
N 3	KPHO	10/11/12	10/11/12	M-F 3-4p PEOPLES COURT	CM	M-F 3p-357p	---T---	:30	1	\$175.00	IMP	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	---T---		1				\$175.00		0.00			
N 4	KPHO	10/09/12	10/15/12	M-F 4-5p ANDERSON COOPER	CM	M-F 358p-458p	MT-----	:30	2	\$225.00	IMP	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MT-----		2				\$225.00		0.00			
N 5	KPHO	10/10/12	10/12/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p	--W-F--	:30	2	\$700.00	PMT	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	--W-F--		2				\$700.00		0.00			
N 6	KPHO	10/09/12	10/15/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News	MT-----	:30	2	\$600.00	PMT	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MT-----		2				\$600.00		0.00			

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CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KPHO	10/09/12	10/12/12	M-F Late News CBS 5 NEWS @ 10P	CM	M-F 10p-1035p -TWTF--	:30	4	\$1,300.00	PMT	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	-TWTF--		4		\$1,300.00			0.00			
N 8	KPHO	10/13/12	10/13/12	Sa Late News Sa Late News	CM	Sa 10p-1035p -----S-	:30	1	\$900.00	PMT	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S-		1		\$900.00			0.00			
												Totals	16	\$10,625.00
*Tax 1 Note: Tax 0.5%														

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KPHO-TV Phoenix	Date: 10/5/2012
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I, Media Strategies and Research,
 being/on behalf of: Kyrsten Sinema, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Congress
 in the General
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, October 09, 2012			Monday, October 15, 2012		

Total Charges: \$10,625.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jackie Forte-Mackay

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Friday, October 05, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title